

Psychological warfare in the "Israeli" guided Electronic Media during the siege of the Al-Aqsa Mosque in July 2017 - An analytical study



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ABSTRACT

The study aimed to identify the Israeli concepts and methods of psychological warfare practices, adopted by the Israeli Electronic Media, during the siege of the Aqsa Mosque in July 2017, as well as the disclosure of the methods used in the psychological warfare.

The study adopted content analysis methods within the descriptive approach. The study sample consisted of the Israeli Prime Minister Twitter's account, Israeli Prime Minister Representative's account, Israel's Arabic account on Twitter, and the account of Israeli army spokesman.

The study concluded that the psychological warfare took a large part of the Israeli directed electronic media, and adopted the oriented Israeli electronic media framework of the Israeli conflict with Arabs and Muslims. The subcategory "The right of Jews in Jerusalem", ranked first in the total sample results, The most used framework used by the Electronic Israeli Media was "The Event's Image", while the category of excessive tolerance and coexistence were the most used methods of psychological warfare, The "Palestinian citizens" and the "Arabic Nation" were the most targeted audience in the Israeli psychological warfare in the guided electronic media.

Key words:

Israeli psychological warfare,
Guided Electronic Media.

I. INTRODUCTION

Psychological warfare is one of the means of conflict between the various parties. The emergence of satellite and the Internet, led to undermine the impact of geographical boundaries and the government control of the media. This gave the psychological war a new dimension and additional momentum in recent day.

The Israeli occupation has benefited from the technological development in communication by establishing directed channels of communication. These directed channels are one of the most important tools of psychological warfare. Israeli used these directed channels with the Palestinian, Arab and Islamic world in different events such as wars and crises.

Crisis of Al-Aqsa Mosque siege in July 2017, when Israeli restricted entry around Al-Aqsa, and the subsequent to prevent the worshipers. Israeli occupation put this in the face of the subsequent, popular protests and reactions from various parties to enter inside Al-Aqsa. This crisis were a will conflict between the popular and the Israeli occupation. This study is studying the working of directed Israeli electronic media to the Arab during the siege of Al Aqsa Mosque. This study is using the method of content analysis of a sample representing the most important Israeli sites, electronic accounts directed on the Internet for the period from 13/7/2017 to 12/8/2017. This study reached to several results. We can use these results in our conflict with this enemy or others. These results are useful in practical programs to confront the Israeli psychological warfare, as well as conducting new systematic studies, including other aspects of information directed at the Arab peoples and the psychological warfare adopted by the parties involved in the conflict.

II. THE FIRST TOPIC: THE METHODOLOGICAL FRAMEWORK

First: The research's problem

The problem of this study is identifying the methods of the Israeli psychological warfare adopted by the directed Israeli electronic media towards the Arab during the siege of Al-Aqsa Mosque in July 2017. The research's problem is the following objectives:

- ❖ The study discovers the degree of use of Israeli electronic media for psychological warfare during the siege of Al-Aqsa Mosque.
- ❖ The study is identifying the media frameworks that adopted by the directed Israeli electronic media in the psychological war during the siege of Al Aqsa Mosque.
- ❖ The study is trying to reach the mechanisms of framing adopted by the directed Israeli electronic media in the psychological war during the siege of Al-Aqsa Mosque.
- ❖ The study is trying to detection of psychological warfare methods in the Directed Israeli electronic media.
- ❖ The study is trying to know the target groups of psychological warfare in directed Israeli electronic media during the siege of Al Aqsa Mosque.
- ❖ The study is trying is identifying the classifications and descriptions used by directed Israeli electronic media in the psychological war during the siege of Al Aqsa Mosque.

Second: The importance of research:

Electronic media in the last decade spread over the Arab region as well as other countries in the world. This development of electronic media made it one of the most important means of communication in the modern era. This study is focusing on analyzing the content of the directed media by the Israeli occupation of the Arab peoples during the period of the siege of the Al-Aqsa Mosque. This matter is important from the side of religious symbolism of Jerusalem and the Al-Aqsa Mosque of the Islamic peoples as well as the Arab people, in addition to the

electronic media by researchers in the field of media and communication in order to stand the most important tools and methods.

Third: Research Questions

The study attempts to answer the following questions:

- ❖ What is the extent of the use of directed Israeli electronic media at psychological warfare during the siege of Al Aqsa Mosque?
- ❖ What the adopted electronic media frameworks of Israeli in the psychological war?
- ❖ What are the framing mechanisms that adopted by the Israeli electronic media in psychological warfare?
- ❖ What are the most commonly used psychological warfare methods in directed Israeli electronic media?
- ❖ Who is the target of psychological warfare in the directed Israeli electronic media during the siege of Al Aqsa Mosque?
- ❖ What the categories and descriptions were used by the Israeli electronic media in psychological warfare?

Fourth: Research methodology

The study adopted the descriptive approach. The divination of this approach according to Hijab (2006, p. 78) is "an approach that involves studying, analyzing and interpreting the current facts about the nature, position, group or group of events in order to arrive at useful conclusions.

We use the method of content analysis; the psychological warfare of its methods known in the international conflict has an important and decisive influence in creating trends of "content analysis" as well as measuring public opinion. This was in Second World War and the subsequent international crises. (Al-Dabisi, 2017, p. 24)

The analysis of content is beyond the process of describing the content to come out with the implications of the elements of the information process, the implicit meanings inherent in the content. (Smisem, 2002, p. 70)

Fifth: The research community and its design

The study sample (community) consists of all Israeli-Arabic online media channels. This is including websites, social networking pages during the period of the siege of Al-Aqsa Mosque in July 2017. We chose the sample from five sites. These sites are representing the research community. We selected a several sites like, Twitter of the head of the executive authority of Israeli, the account of the representative of Israeli prime minister, representing the direction of the Israeli government, the account of the spokesman of the army "Israeli occupation"; this because it represents the Israeli military establishment, the calculation of Israel in Arabic because he represents, The Israeli Ministry of Foreign Affairs expresses its orientations, the website of the electronic source because it advertises itself as the site of the cartoon "Israeli" independent in Arabic on the Internet, while the content of the Facebook pages are not analyzed, most of them linked to Twitter accounts, what is published on Twitter in the same authority on the contrary, the study included the material published in these five sites for the period from 13/7/2017 until 12/8/2017. This is the period during of the siege of Al-Aqsa Mosque began and the wave of protests witnessed until the siege of Al-Aqsa Mosque was abandoned and the ensuing repercussions.

The sample consisted of (319) articles dealing with Israeli psychological warfare during the siege of Al-Aqsa Mosque and published in the sites of sample.

Sixth: Research Tool:

We made a form analysis for analyzing the content of sample. The sample is (319) article. The study designed this form to analyze quantitatively to serve the objectives of the study and to contribute to answering its questions.

❖ **Analysis units:**

The study adopted the following analysis units:

- **The subject unit:** This is monitoring of the subject or the main idea of the subject of the research, which is (psychological warfare in the directed electronic media "Israeli" during the siege of Al-Aqsa Mosque in July 2017, the branch of ideas and secondary topics).
- **Word unit:** the used words represent the directed Israeli electronic media during the siege of Al-Aqsa Mosque, which is in the realization of the objectives of psychological warfare for that period.
- **Time unit:** the time unit is used to calculate the time, space of the contents of the psychological warfare in the Israeli electronic media. The area and time unit were adopted. The websites included in the research included written texts, a unit of measurement of the area and video clips and their measurement in time unit.

❖ **Analysis categories:**

The study based on five main categories. These categories divided into secondary categories. The definitions of the main categories are as follows:

The categories of message content media (what was said?).

❖ **The framework of the conflict with Arabs and Muslims:** This includes all topics, ideas that refer to the conflict "Israeli" with Arabs and Muslims, to achieve the goals of psychological warfare. These topics were coming in directed Israeli electronic media by the "Israeli" occupation during the siege of the Al-Aqsa Mosque, and includes four sub-categories:

- **The right of Jews in Jerusalem:** any religious or historical suspicion that claims the right of Jews in Jerusalem, which is reported by the Israeli media.
- **Doubting in the right of Muslims in Jerusalem:** The religious and historical similarities that cast doubt on the right of Muslims in Jerusalem, which is reported by directed Israeli electronic media in the context of psychological warfare during the siege of the Al-Aqsa Mosque.
- **The occupation of the Arabs to the "Israeli" land:** these are the allegations, narratives reported by the directed Israeli electronic media in the framework of psychological warfare, which claims the occupation of the land of the Arabs, "Israel"
- **The doubting of the Arab historical facts:** This doubts includes the historical facts of the Arab and reported by the media, "Israeli" electronic directed in the context of psychological warfare.

❖ **Category of descriptions:** This is a directed Israeli electronic media launched a descriptions and classifications launched around the context of psychological warfare during the siege of the Aqsa Mosque for the purpose of creating a bad stereotype against the parties opposed to him and the adaptation of the Arab public on the labels "Israeli". This includes eight sub-categories: Structure, Jerusalem, Judea and Samaria, the label "Israeli" of the West Bank, and terrorists. This besides a profane descriptions that used by the directed electronic media of occupation, "Israel", saboteurs, the IDF is the name used by the media, "Israel" And Other).

❖ **The category of the psychological warfare methods:** we aim in this point; The directed Israeli electronic media occupation, "Israel" adopted determined methods during the

siege of the Al-Aqsa Mosque, and includes eleven sub-categories are the exaggerating tolerance, coexistence, the brutality of the opponent, questioning the feasibility of protest, Equality, questioning of symbols, leaders, waving of power, disobedience among peoples, showing oppression, exaggerating scientific superiority, and others)

❖ **Categories of those who have been told:**

- **The target groups:** The target groups mean the psychological warfare of the directed Israeli electronic media by the "Israeli" occupation and consist of five sub-groups, (Jerusalem, the Palestinian people, the official Palestinian institutions, the Arab peoples and the official Arab institutions).

❖ **Categories of space and time.**

- **The category of area:** It includes two categories, (the area of the content of psychological warfare, and the area of other content).
- **The category of time:** It includes two categories, the time of the content of psychological warfare, and the time of other content.

❖ **Categories of how was said:**

- **The category of framing mechanisms:** The elements are adopted by the directed Israeli electronic media of the "Israeli" occupation during the siege of the Aqsa for the purpose of highlighting and strengthening messages containing the contents of psychological warfare and consist of five subcategories, namely (picture of the event, archival image, material, Caricature).

Seventh: The honesty and stability of tool:

The concept of honesty in content analysis means knowing the degree of validity of the method and the tool to achieve the objectives of the study designed for it. (Al-Daisy, 2017, p. 43)

For achieving honesty in this study, the definitions and categories of the units of analysis were developed. Then the analysis form was presented to a group of specialized experts for the arbitration of the tool.

To verify consistency, the test retest method was adopted using the "Intra-coder Reliability" method, where part of the sample is analyzed by the researcher twice in two different time periods, and the stability factor is calculated based on the results as if each time. This test analyzed a different encoder (Zgheib, 2009, p. 163).

In order to verify the stability of the tool in this study, the researchers applied the detector of analysis on 20% of the sample of the study twice, with a time interval of 15 days and the extraction of the stability coefficient using Holistic equation:

$$\text{Stability coefficient} = \left(\frac{2 \times (\text{Number of agreed categories})}{\text{the coding categories groups}} \right) = \left(\frac{2 \times 33}{37+37} \right)$$

The stability coefficient is 89.2% and the stability ratio is high, which means that the analysis detector achieves the purpose for which it was set.

Eighth: Statistical processing

We collected data from the study sample, classified, recorded in the coding form, and then entered into the computer for the purpose of extraction of simple frequencies and percentages of the analysis categories. The Statistical Package for Social Sciences (SPSS) was used:

Ninth: Search terms

The psychological warfare is a "set of actions aimed at influencing enemy personnel, including political leaders and non-combatants, to serve the purposes of users of this type of war." (Alayubi, 1986, p. 768)

The directed Israeli electronic media: is the media that through electronically through the computer, the Internet, starts from "Israel", addresses the Arab public, the language of the objectives of the occupation, "Israel", influence on the Arab peoples.

The siege of Al-Aqsa Mosque: The prohibition of Friday prayers by the Israeli occupation forces on 14/7/2017, the subsequent tightening of security restrictions, the prevention of the entry of worshippers, causing a large protest movement that started from the city of Jerusalem and spread to many countries and Islamic countries.

III. THE SECOND TOPIC : THEORETICAL FRAMEWORK

First: the theory of media frame Analysis

❖ Definition of theory

The framework of the analysis of media frameworks is considered as an input to the study of media treatment of the content of issues of public interest. We can see the framework in the media text through its structural elements, such as headings and sub-sections, the use of images, comments, and the adoption of sources. The purpose of this definition is to know the implicit content of the media texts, their implications, in order to reach the relationship between the presentation of different issues, their importance, in addition to learning the relationship between ideology, ideas dominating the media message, the way of framing this message. (Debsi, 2017, Pp 81-82)

The theory of frameworks dates back to 1974, by the sociologist Gofman when he developed the concept of social construction and symbolic interaction by studying how the members of the public organize their different experiences. We see in the field of media the content coverage, researcher, and a practical application of framework analysis in its study in 1976. (Mazroua, 2013, P.4)

Framework theory has seen shift from framework thinking as a tool for content analysis only to frames as a model that guides researchers to the methodology, results of any system because of a number of researchers doing a series of research resulting in a fundamental addition to frame research. (Entman, 1993, p 95)

Anderson (2002: P8) defines media frameworks as "organized principles that are disseminated at the grassroots level and support over time, act symbolically to shape the perceptions of society, frameworks organize information by arranging information and presenting it to the public".

We can determine two basic concepts of frameworks in media studies as follow: (Tarabishi and Elsayed, 2006, P.199)

- 1) **Media frameworks:** Their focus is on the presentation of issues and the method of media coverage by the media.
- 2) **Audience frameworks:** Their interest is in the way the audience perceives the media message.

This research depends on the concept of media frameworks. It tries to learn how to use the content and media messages that characterize the psychological warfare in the "Israeli" media. This is consistent with the definition of the media framework (Gamson, 1992) as a specific construction of media projections to make people more aware of social attitudes at some point. It is therefore a meaningful process of communication when the message is reorganized so that it becomes aware of people and their persuasive influences.

This indicates that the development of events and issues in a specific structure. These issues are through the selection of specific information and other neglect related to the event will gain meaning for influencing the ideas of the future audience. This is beside of unreal aspects, which affect the behavior of the public resulting from the impact on his perception. (Dabbagh and Mahdi, 1986: P.159) defines it as "The systematic use of propaganda, media measures to influence the views, emotions, behavior of others in hostile countries, other countries in order to achieve the political and military objectives of the offspring of psychological warfare.

The Benefits of Analyzing Media frameworks (Al-Dabisi, 2017, P.88)

- From the analyzing media frameworks, we can detect the framing mechanisms used by the contact person, by knowing the method of construction and installation of the communication message, and the extent of highlighting certain aspects related to the event and the isolation of other aspects.
- From the analyzing media frameworks, we know the directions of the contact person as the framing of the media is subject to media coverage of the contact person's directions directly.
- The framework analysis contributes to detecting the media's ability to use frameworks to influence public opinion.
- From the analyzing media frameworks, we know the impact of media framing of the media message on the recipients.
- From the analyzing media frameworks, we are detecting a frame that can control media coverage for a long period.

There are a number of factors influencing media frameworks: (Barkin, 1989, p154).

- **The introduction of the story and its conclusion:** They define the framework of the news report and link this story with other news stories.
- **Correspondents and delegates:** They are the ones who comment and formulate the full details of the event.

Developments that are in turn the sequence of the story includes:

- **Acoustic material:** This is sound effects accompanying with picture material. These are consistent with and support.
- **Visual symbols:** These are images, graphics and visual effects. These are used to convey the meaning of the event.

The characters that appear in the event

The framing process goes through four basic stages as follow: (Dietram, 1999)

- 1) Frame building.
- 2) Frame setting.
- 3) Effects of framing processes at the individual and community levels.
- 4) The relationship of echo between media frameworks and audience frameworks.

Second: Types of media frameworks

The scientist and researchers have put a several classifications of media frameworks. Each of classification has a number of different types of frameworks. The difference of researchers in the development of a specific classification of frameworks is due to the flexibility of this framework theory, which has given it continuous development. Theory and provide a practical explanation, and these areas (media, social, psychological and others).

We are developing the media frameworks into eight main types: (Semetko and Valkenburg, 2000, Pp 94-95)

- **The conflict framework:** This type deals with the conflict between individuals with each other or groups in order to gain the attention, interest of the public, and the frameworks of conflict from the frameworks that are widely adopted in covering campaigning.

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- **Humanitarian Concerns framework:** This type is concerned with the emotional aspect of the media coverage. The vocabulary and terminology are formulated in a dramatic and emotional way to raise the public's interest in achieving the desired goal.
- **The ethical framework:** This framework takes into account the objective aspect of coverage, as the journalist puts events and issues in their moral context.
- **The responsibility framework:** This type is concerned with causes of issues and events and attempts to find solutions to them both at the individual, community or government levels.
- **The economic results framework:** This type puts events, issues in templates, terms that indicate the economic results and dimensions.
- **The specific framework by issue:** The focus on a case or the event of its aspects is clear to the public because it is an event connected to concrete events. It focuses on the personal input or the presentation of the elements of the event and its implications. (Tarabishi and Sayed, 2006, P.2001)
- **The general framework:** The events in the context in general, provide only general explanations of the facts linked to political and cultural standards may be heavy on the psyche of the recipient professionally, but it is important to understand the problems and provide solutions and persuasion in the long term. (Tarabishi and Sayed., 2006, P.2001)
- **The strategy framework:** The events in their strategic context affect national security. This framework is compatible with political and military events and focuses on values such as the principle of winning, losing, advancing, delaying, rebirth or collapse - the language of wars, conflicts and national and international competition - . (Sorour and Al-Alusi, 2012, P.61)

Third: The importance of media frameworks and its functions:

The importance of media frameworks and its functions are highlighting in the following points: (Suleiman, 2000, P.53)

- Journalists' attention is focused on the production of news stories. According to these researchers, journalists try to write objective news reports, organize news articles in an effective manner, tend to participate in the framing process through construction, installation, highlighting aspects. The researchers who use frame analysis recognize that power relationships are often reflected in those adopted frameworks, and some framing research assumes that the frame can control coverage for long periods.
- The frameworks determine the notes and the comments of problems individual. Scheufele agreed with this point however, that framing events and news in the media could systematically influence how recipients understand news about these events. The focus of the framework is on felt. (Entman, 1993, p95) see framing the text does not guarantee its effect on the thinking of the recipients.
- Framing literature does not have a strong impact on the social perception, political preferences of individuals, and this is the result of the study of televised press reports.
- Journalistic frameworks of issues and events do not develop in a vacuum; it is shaped by multiple factors including political and social factors and the role of social organizations and movements.

Fourth: The directed electronic media:

The directed electronic media is named the forgone media or international media. It refers to addressing the people of other

countries and providing them with information, and it is always believed that their aim is to influence these peoples. External state of the state. (Ismail, 1998, p.226).

Put the electronic media refers to dissemination of news, articles, the press arts all through the internet periodically and the internet hacker using the techniques of displaying text, graphics, animation, some interactive features, and reach the reader through the computer screen. (Amin, 2007, P95).

(Elban, 2001, P.144), defines it as the process of electronic data production through a set of electronic computers connected together in two ways, either directly or remotely. One of the advantages of this method is the production and distribution of information material, an electronic system with many facilities, including the selection of the final form of the text, documents after the review, control, and modifies it accurately and quickly. When we are linking, the concept of electronic media with the targeted media can be defined directed Israeli electronic media to: the media whose data was processed electronically through the computer, the Internet, starts from a foreign country. The media revolution in general appears through modern and sophisticated media. This is including electronic media in the process of international media flow to promote through the manifestations of media globalization, based on the concept that the person who manufactures and owns communication technologies controls the formulation of media material. We see this in control of the process of international media exchange, other consumer communication technologies and information materials, (Isani, 2010, P89).

Directed media at the recipient can leave a several negative effects. These effects clearly meet the objectives of the psychological war. These effects are: (Tallah, 2014, Pp. 28-30)

We see the direct impact on values, ideas, attitudes, trends, seeking to erase local values, replace them with new patterns of behavior, values, ethics that may conflict with the nature of society, and its life. The media seeks to develop individual spirit, promote rebellion and weaken human loyalty to society and culture. This also is in development the individual spirit of his community and his culture.

The instability of traditional social relations, as the targeted media effectively contributes to keeping the thinking of those who live in it alive.

Leaking the political orientations of the countries, this is through directed media to the mind of the Arab man, through propaganda, or political programs and news.

The directed media depends on several methods that are used to achieve the desired goal: (Abu Al-Hamam, 2010, Pp199-201).

The general mute method of information is not to allow the news to be published about events, facts as if they do not exist. This kind was known in the period of non-democracy period, before leading up to technical development, and the spread of the Internet.

The method of partial or selective silencing of information is one of the most widely adopted methods in the targeted media. Some politicians, media professional's present part of the news, neglect another part because it does not correspond to the goals for which the targeted media was created.

The method of presenting misleading information, is presenting inaccurate news or reports, by wrapping it in part of the truth. The receiver is accurately, objectively by the targeted media, which is often adopted in times of crisis and war.

The method of media dumping through the provision of a large amount of information to the receiving audience, which leads to fragmentation and confusion, thus becomes unable to distinguish, confirm the news, adopted voice of America this method in the Gulf Wars I and II in 1991 and 2003.

• **Preface**

The psychological warfare is a moral side from the fighting between peoples. From this point of view, the phenomenon of psychological warfare extends to the oldest ages. The battle leaders have known the importance of spreading rumors. They were using deception, tricks to provoke sedition, dissipate societies, to appear as a force to terrorize others. The rumor war impacts in the morale side of the enemy. This often leads to the destabilization of self-confidence, which may lead to winning the battle without shedding any blood, and used the psychological war by the Assyrians to terrorize their enemies, they assigned specific individuals to broadcast rumors in the ranks of opponents such as exaggerating the size of the Assyrian army and methods of brutality. In addition to using the "propaganda of the act" such as treating the prisoners with cruelty and excessive severity, killing and representing them and publishing these acts in the throne room for official interviews, in order to be seen by those who come to visit the palace or to give tribute to the psychological impact on them. (Samisem, 2005, P61-65).

This kind of war is not new. The Mongols used rumors to exaggerate the number of their forces and the violence of their soldiers through their agents. They were instilling fear among their enemies. The Tartars also used psychological warfare by indoctrinating their spies with their enemies with rumors spreading among their forces to terrorize enemy soldiers. (Najar, 2006).

Psychological warfare in modern times had a major role in the First World War. The Allied planes were dropping leaflets and pamphlets on German soldiers. This was in order to spread despair in their leaders. They mentioned some correct things or certain facts to achieve the objectives of the Allied army. The rumors and the writing of slogans hostile to the walls by spies in the country of the opponent, these were available before the invention of the radio, the period between the two world wars emerged the psychological war of Nazi Germany. The Germans used radio or propaganda through radio, which was overseen by at the time, in a systematic and practical way. In the Second World War, the allies and the Axis countries intensified the psychological war. The both sides developed greatly. They used of bulletins, radio, the British Broadcasting Corporation was gaining the Germans themselves, including through broadcasting the names of German prisoners who signed in the grip of the Allies, with data on their health and injuries, and the treatment they receive in hospitals, which helped to speed up the spread of this news in Germany shortly after the broadcast (Fraser, 1960, Pp.40-69).

• **The concept of psychological warfare:**

Psychological warfare is a propaganda planned to convince the other party not to fight. (Taylor, 2000, P.28)

Zahran (1979) defines psychological warfare as the deliberate use of media actions in time of war or peace to influence the views, emotions and behavior of hostile, neutral or friendly foreign groups to help achieve the policy and objectives of the recipient of psychological warfare.

The psychological warfare is psychological fighting that goes to the enemy, seeks to destroy the moral aspects, to eliminate any form of self-confidence that leads to resistance, non-submission and surrender. (Rabia, 1971, p.73)

• **Psychological war departments**

We can divide the psychological war into two parts: (Smism, 2005, pp. 23-23)

- **The strategic psychological war:** This type is comprehensive and extended. It is directed to a large audience, not specific time or place, usually directed to the people of the enemy, its military forces, political, military leaders, all the areas under his control to weaken his morale. This includes the entire national hostile body.

• **Objectives of psychological warfare:**

Any party seeks to do a certain act to achieve his goals. These goals are beneficial to him or causes harm to other party. Whether it is a state, a group or an individual. Based on this concept, psychological warfare seeks to achieve several goals, sometimes succeeding in achieving all the goals it seeks to achieve. We see in sometimes psychological warfare is a part of the set goals for them and fail to achieve the other part. The psychological warfare seeks at the three levels to achieve the following goals: (Saadat, 2013, Pp. 95-96):

- To weaken the morale of the enemy and spread the despair spirit to the enemy, through:
 - To exaggerate the description of the strength, scientific superiority and victory of the forces of psychological warfare.
 - Exaggerating in description of enemy defeats.
 - Delivering a message to the enemy that all the efforts of advancement and progress in the ranks of his forces are wasted.
- To weaken the internal front of the enemy and create gaps within it, through:
 - Show the inability of economic, social and political systems to meet the public's expectations.
 - Encourage some communities and minorities to rebel against the higher goals.
 - Questioning the confidence of the masses in the political leadership and the ability of their armed forces to face external threats.
 - The division (fragmentation) between different sects of the people
 - The attempt to win the opposition parties and encourage the insurgency and sabotage within the community

• **Fragmentation of the hostile front by:**

- Questioning the objectives of cooperation between members of the hostile front.
- Encourage some members of the Front to get out of what the majority parties agreed to and raise fears among them
- Suspicion of the ability of the members of the Front to carry out their objectives.
- Disrupt the enemy's belief in its principles, objectives by exaggerating the mistakes of its leaders and showing disintegration between the leadership and the public.

• **The tools and means of psychological warfare:**

The tools and means of psychological warfare differed in modern era. In ancient times, it was depending on spies deployed on the enemy front spread the rumor through direct contact with the public. This was through drawings, poems containing messages addressed to the enemy. After the development of media psychological warfare is trying to use these new tools like spread of printing, radio broadcasting, television began the psychological war to take advantage of these means, the availability of flexibility, and ease of access to the enemy front, finally the emergence of space media. The electronic media made the border is null. The psychological war used these new locations. It is worth mentioning that the development of the media led to the most important means of psychological warfare is: (Alkhasht, 1996, P.12):

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- **Spies and agents:** Their role in spreading rumors in the front of the enemy may sometimes be called "fifth column", as well as brainwashing and other tools of psychological warfare.
- **Media:** Through its various media, such as: newspapers, radio, publications, Satellite channels, the spread of electronic media, causing the difficulty of control of the media; as a result of the ease of communication, and the media to publish rumors or propaganda.
- Political, diplomatic and economic means.
- Military means
- The most important tools of psychological warfare are:
 - Rumors: an artificial novel surrounded by mystery is circulated between people or through the media; for the purpose of ratification by the public, without having a specific source and does not provide concrete evidence of the reality, On the part of truth and others are fabricated.
 - Propaganda: (Zahran 2003, P.321) defines it as a process of disseminating information, whether facts or semi-truths or lies, by an individual or a group for the purpose of influencing public opinion, to change the direction of individuals, groups using the media, communication, different from rumors that their sources are known and need proof. The evidence and rumors do not need to these things.
 - Brainwashing: It is a process used to change the attitudes and values of individuals by means of specific technical means that lead to forced coercion. (Dabbagh, 1980,P.126)
 - Reviewing or using force.
 - Using economic stress such as embargoes or economic sanctions.
 - Using political stress.

Fifth: The previous studies

- The study of (Abu Arqoub, 1997), is titled: "**American strategy of psychological warfare in the Gulf crisis**". This study is analyzing the American strategy in the directed psychological war at Iraq during the 1991 Gulf War. The study showed that the American psychological war began before the military operations continued parallel to it. It was able to achieve several goals, including the isolation of Iraq politically, economically and militarily. This is with stir up internal strife, ethnic divisions to destabilize the regime and the destruction of infrastructure.
- The study of (Finch, 2000), is entitled: "**Psychological Propaganda: the War of Ideas on Ideas during the First Half of the Twentieth Century**". This study explored the causes of the spread of psychological propaganda in the first half of the 20th century. The war has become the majority of the population, whether civilian or military. The psychological warfare is possible to influence and neutralize some of the participants in the war by seeking to control the reaction of civilians. Walter Lippmann calls it "the phantom environment of war by giving priority to psychological warfare, Military equipment.
- The study of (Al-Masri,2003) examined the descriptive method by surveying a field sample of 1200 Palestinian university students. The results showed a statistically significant relationship between the sample's perceptions of the Israeli Psychological Warfare and their psychological rigidity.
- The study of (Jacobson, 2005), is entitled "**Minds then Hearts: the Political and Psychological War of the United States during the Korean War**". This study's purpose is to find out why the US military resisted the use of psychological warfare during the Korean War in the

1950s. The US military leaders were looking at propaganda and psychological warfare as a paper bullets impact on the battlefield. They compared to the psychological war carried out by the US military, with the enormous effort of the Chinese army and Russian investment in the psychological war for the same period. The study found that the most important reasons limited use of war. The military's failure to understand the potential of psychological warfare, which led to the lack of integration into combat operations correctly, where most of the commanders of the field to capture the goal of psychological warfare as a tool to induce surrender, resulting in a small tactical impact on the battlefield not Up to the strategic impact of psychological warfare.

- The study of (Abbas, 2005) examined the descriptive approach. The study concluded that the Zionist media is the most important tool in the psychological warfare against the Palestinian people. The study aims at psychological defeat, the print, audio and visual media have been used in the psychological warfare directed at the Palestinian people.
- The study of (Baraka, 2011) is entitled "**Palestinian Media Elite" and the Israeli Psychological Warfare**". This study adopted the descriptive approach using the field survey through the questionnaire distributed to a sample of Palestinian media professionals. The results of the study showed that there were statistically significant differences according to the gender variable in psychological warfare strategies in favor of males, as well as a statistically significant relationship according to personal characteristics such as self-confidence and effectiveness of the respondents in "Israeli" psychological war.
- The study of (Abu Bakr,2014) examined the descriptive approach using the field survey by means of the questionnaire. The study found that there were statistical differences in the response of the sample of the study according to the variables (gender), Housing, college, and political orientation).
- The study of (Al-Sayyad and Al-Katrawy (2015)). The study aims to study the relationship between psychological rigidity and psychological warfare methods. This study follows the descriptive approach in the field survey method on a sample of 270 individuals. The study showed a correlation between psychological rigidity and the general psychological war in the population. The results also showed that there were significant differences in relation to the social status of the "married". As for the variable of academic qualification, the differences were in favor of the "higher certificates" but the variable of craft it was in the favor of officer.
- The study of (Elefrngi, 2015) was designed to identify the effectiveness of the management of Al Aqsa Media Network (Al Aqsa TV, voice of Al-Aqsa Radio, Shehab News Agency) for the psychological war during the aggression on Gaza in 2014. The descriptive approach was adopted by using the questionnaire for field survey on a sample of 111 journalists, in addition to using the tool in-depth interview with the network management of the maximum, and the study found that Al-Aqsa network managed to manage psychological warfare well.

Comment on the previous studies and it is useful for this study:

- The review of previous studies has helped us to shape the problem of the study, and its questions, and to promote its theoretical literature.
- Most of the previous studies adopted the descriptive approach through the questionnaire such as Al-Masri (2003), Baraka (2011), Abu Bakr (2014), and Al-Sayyad and Al-Katrawy (2015).

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- Most studies explain the importance of psychological warfare in modern times due to the great development in the media and communication.
- This study dealt with psychological warfare in the form of content analysis, in addition to dealing with psychological warfare in the directed Israeli electronic media.

IV. THE THIRD TOPIC: THE APPLIED SIDE OF THE RESEARCH

First: The Results of the Analysis

- **The degree of use of directed Israeli electronic media to psychological warfare during the siege of Al-Aqsa Mosque in July 2017.**

The results of the analysis in table (1) of the area unit showed that the contents of the psychological warfare occupied a large part of the directed Israeli electronic media during the period of the siege of Al-Aqsa Mosque in July 2017. The percentage of the text in the contents of the psychological warfare in the media article covered by the study 53.5% of all the texts published during the study period. The account of the Israeli Prime Minister in Twitter ranked first in the area of texts containing the contents of the goals of the psychological war by 40.3% of the total area of texts advice in the directed Israeli electronic media. The account of "Israel in Arabic," of the Ministry of Foreign Affairs, came in the last rank account at a rate of 9.3%. As we see this in Table (1).

The table No (1): the area unit

Electronic site Area	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
The area of other content	68	18.6%	147	40.3%	34	9.3%	55	15.1%	61	16.7%	365	53.4%
The area of other psychological warfare's content	104	32.6%	89	27.9%	63	19.7%	25	7.8%	38	11.9%	319	46.6%
Total	172	25.1%	236	34.5%	97	14.2%	8	11.7%	99	14.5%	684	

Repetition = R percentage= %

The results of table (2) for the categories of the time unit showed the period of content of the psychological warfare in the targeted Israeli electronic media took a period of the video material published in the sample of the study, reaching to (64.9%). The account of the Spokesman of Israeli occupation army, in the first place in the period of published materials with the content of psychological warfare by (31.7%), while the last place ranked the electronic source site by 9%, as shown in table (2).

The time unit measurement was adopted with the unit of measurement of space because the electronic media depends on the written texts. This unit is measured by the area unit in addition to the adoption of multimedia that depends on the time unit.

The table No (2): the time unit

Electronic site Time	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
The area of other content	21.9	31.7%	19.5	28.2%	10	14.5%	11.5	16.6%	6.2	9%	69.1	64.9%
The area of other psychological warfare's content	2.7	7.2%	15.8	42.4%	7.1	19%	1	26.8%	1.7	4.6%	37.3	35.1%
Total	24.6	23.1%	35.3	33.2%	17.1	16.1%	21.5	2.2%	7.9	7.4%	106.4	

Repetition = R percentage= %

- **The media frameworks that adopted by the directed Israeli electronic media in the psychological warfare during the siege of Al Aqsa Mosque in July 2017.**

The table (3) explains the media frameworks that Israeli-oriented electronic media adopted from the side of the framework of the Israeli conflict with Arabs and Muslims. The "Jewish Right to Jerusalem" came at the first rank with (39.1%) of the total sample. The "Doubt the right" of Muslims came in the last rank with 8.7%. The arrangement of subcategories framework of the Israeli conflict with Arabs and Muslims adopted by each of the Israeli electronic media sites surveyed is as follows: Israel's account in Arabic was adopted in the Twitter of the Ministry of Foreign Affairs The Israeli conflict with Arabs and Muslims was higher than the rest of the other Israeli sites. The percentage of use of this framework was 44.4% of the total sample approved by the study. The ratio in twitter is 4.1% . This is the littlest ratio. E-source sites any repetition within this framework, as in the following table.

The table No (3): the subcategories framework of the Israeli, Arabs and Muslims conflict

Electronic site Conflict	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
	The right of Jews in Jerusalem	3	33.3%	1	11.1%	4	44.4%	1	11.1%	--	--	9
Questioning the reality and Islamic history	3	42.9%	--	--	4	57.1%	--	--	--	--	7	30.4%
The occupation of the Israeli land by the Arabs	--	--	3	60%	2	40%	--	---	--	--	5	21.7%
Questioning The right of Muslims in Jerusalem	--	--	--	--	2	100%	--	---	--	--	2	8.7%
Total	6	26.1%	4	17.4%	12	52.2%	1	4.3%	--	--	23	

Repetition = R percentage= %

- **Framing mechanisms adopted by the directed Israeli electronic media in the psychological warfare during the siege of Al Aqsa Mosque in July 2017.**

The results of the analysis of this axis are in table (4). It is a category of "picture of the event". It came in first with (43.9%) among the categories of psychological warfare training mechanisms used by the Israeli electronic media during the siege of Al Aqsa Mosque in July 2017. From total results that are in category of "caricature pictures" came in last. Then we see arrangement of framing mechanisms adopted by each of the Israeli media websites directed in the study. Then we see the category of "picture of the event" in the first rank in the account of the representative for occupation army. Then we see the account of Spokesman of the "Israeli" president. Then we see the account "Israel" in Arabic of the Ministry of Foreign Affairs "Israeli". Then we see the account of the Prime Minister, "Israel", while the category "archived image in the first place on the source site on the Internet, while the category of" caricature pictures "no repetition in the account of the speaker In the name of the Israeli Prime Minister and the Israeli Prime Minister's account and the website of the electronic source, and in a small percentage of the other two accounts, as shown in the following table:

The table No (4): the subcategories framework of the Israeli, Arabs and Muslims conflict

Electronic site Framing mechanisms	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
	Event Image	42	22.8%	61	33.2%	29	15.8%	13	7.1%	39	21.1	184
Archive photo	32	22.7%	25	17.7%	29	20.6%	8	5.7%	47	33.3	141	33.7%
Film material	20	33.3%	18	30%	10	16.7%	5	8.3%	7	11.7	60	14.3%
Illustrations	11	39.3%	7	25%	9	32.1%	--	--	1	3.6%	28	6.7%
Cartoons	2	33.3%	--	--	4	66.7%	--	--	--	--	6	1.4%
Total	107	25.5%	111	26.6%	81	19.3%	26	6.2%	94	24.4	419	

Repetition = R percentage= %

- **The methods of psychological warfare in the directed "Israeli" e-media during the siege of Al-Aqsa Mosque in July 2017.**

We see in the table No (5) of the subcategories of methods of psychological warfare. We see the category of exaggeration in tolerance and co-existence ranked first by 23%. This is among of psychological warfare methods in the directed Israeli media. The results of the sample investigated during the study period. The ranking of the methods of psychological warfare are adopted by each information site. We see "Israeli" e-media included in the study; was adopted account "Israel" in Arabic of the Ministry of Foreign Affairs "Israeli". The category of "the brutality of the opponent" ranked first in the account of the Prime Minister "Israeli", the category of "review of power" ranked first in the account of the spokesman for the army of occupation, "Israel" In Twitter, while the account of the spokesman for the Prime Minister "Israeli" came in the category of questioning the feasibility of the protests in the first place, while the categories of "exaggeration of scientific excellence" and "show oppression". We see "other" in a late order in all locations of the study sample. We see this information in the following table:

The table No (5): The methods of psychological warfare in the directed "Israeli" e-media during the siege

Electronic site Equality	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
	Questioning in symbols	12	37.5%	10	31.3%	3	9.4%	--	--	7	21.9%	32
Wave of force	9	32.4%	9	32.1%	2	7.2%	4	14.3%	4	14.3%	28	6.7%
Drive a wedge between the peoples	8	38.1%	5	23.8%	5	23.8%	--	--	3	14.3%	21	5%
Show the oppression	10	58.8%	3	17.6%	--	--	2	11.8%	2	11.8%	17	4.1%
Exaggerating scientific excellence	--	--	3	23.1%	7	53.8%	--	--	3	23.1%	13	3.1%
Others	2	16.7%	5	41.7%	1	8.3%	2	16.7%	2	16.7%	12	2.9%
Total	115	27.5%	104	24.9%	76	18.2%	37	8.8%	86	20.6%	418	

Repetition = R percentage= %

• Targeted psychological warfare in the directed Israeli electronic media during the siege of Al Aqsa Mosque in July 2017.

We see from the results of this axis, in table (6) of the targeted subgroups of the targeted Israeli psychological warfare in the targeted electronic media. We see the category "Palestinian people" in the first rank according to the overall results of the targeted parties in the psychological warfare in the targeted Israeli electronic media. We see the category of "Arab official institutions" in the last rank. The arrangement of the target groups of "Israel" psychological warfare, according to study were came as follow: "Palestinian people" The account of the spokesman for the Israeli army "Israeli", the calculation of the spokesman for the Prime Minister "Israeli", the calculation of the Prime Minister, "Israel", the account "Israel" in Arabic of the Ministry of Foreign Affairs, "Israel", and the source of the Internet has ranked first Category "Arab peoples". The categories "official Arab institutions" and "Palestinian official institutions" came in a late order in all study sample sites. We see these results in clear in the following table.

The table No (6): Targeted psychological warfare

Electronic site Targeted category	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
Palestinian peoples	67	34.9%	53	27.6%	28	14.6%	19	9.9%	25	13%	192	45.3%
Arabic people	58	33.1%	39	22.4%	38	21.2%	8	4.6%	32	18.3%	175	41.2%
Jerusalem people	--	---	19	40.4%	13	27.7%	8	17%	7	14.5%	47	11.1%
Palestinian foundation	--	--	4	66.7%	--	--	--	--	2	33.3%	6	1.4%
Arabic foundation	--	--	--	--	1	25%	--	--	3	75%	4	1%
Total	125	29.5%	115	27.1%	80	18.9%	35	8.2%	69	16.3%	424	

Repetition = R percentage= %

• The classifications and descriptions that used by the "Israeli" directed media in the psychological war during the siege of Al Aqsa Mosque in July 2017.

We see in the results of table No (7) the categories' subcategories in this field, the "terrorist's category" in first rank with 56.8% of the total results. Then we see Jews and Samaria in the last rank with 1.4%. The arrangement of subcategories came as follow; "terrorists" in the first rank of all the surveyed sites surveyed; then we see the structure's category in the no rank (non-recorded) in repetition in the account of the spokesman for the army of occupation "Israel". We see the category Judea and Samaria "and" The saboteurs in non-Repeated in the account of the representative for the Prime Minister "Israeli". We see the account "Israel in Arabic" belongs to the Ministry of Foreign Affairs is non-repeated. It did not register categories "saboteurs". While the calculation of the Prime Minister "Israeli" in Twitter the categories that have not been repeated are: "saboteurs", "others", "Jerusalem", "Judea and Samaria", the source site on the Internet, all subcategories of the descriptions category did not record any repetition except the category of "terrorists". We see these results in clear in the following table:

The table No (7): Descriptions' category

Electronic site Descriptions' category	Accent of a spokesman for the occupation army		Accent of a spokesman for the prime minister		Account of Israeli in Arabic		Accent of the prime minister		Source of site		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
Terrorists	55	33.1%	55	33.1%	19	11.5%	27	16.3%	10	6%	166	66.8%
Structure	--	--	15	44.1%	9	26.5%	10	29.4%	--	--	34	11.6%
Descriptions of obscene	4	14.3%	16	57.1%	2	7.1%	6	21.4%	--	--	28	9.6%
Defense army	12	54.6%	5	22.7%	2	9.1%	3	13.6%	--	--	22	7.5%
The saboteurs	21	100%	--	--	--	--	--	--	--	--	21	7.2%
Others	6	54.6%	5	45.4%	--	--	--	--	--	--	11	3.8%
Jerusalem	3	50%	1	16.7%	2	33.3%	--	--	--	--	6	2.1%
Judea and Samaria	4	100%	--	--	--	--	--	--	--	--	4	1.4%
Total	105	36%	97	33.2%	34	11.6%	46	15.8%	10	3.4%	292	

Repetition = R percentage= %

Second: Discuss of the results

We analysis the results on the extent of the use of the "Israeli" electronic psychological warfare media during the siege of Al Aqsa Mosque in July 2017. We saw the category of area unit for the content of psychological warfare took a large space exceeds half the area of published material of all texts during the study period, Israeli "to take advantage of the spread. So we saw the impact of the large electronic media in the psychological war directed at Palestinians, Arabs in general, the adoption of videos in the inclusion of messages of psychological warfare to a large extent about two-thirds of the time of the article published, the impact of the video and address A larger slice of written texts because of the reception of several senses such as the sense of hearing and sight, which makes it a higher impact, the proportion of video materials published in the account of the spokesman of the occupation army more than other directed accounts and sites.

We saw from the results of the information media adopted by the Israeli electronic media in the psychological war during the siege of Al-Aqsa Mosque in July 2017 indicate that this media adopted the framework of the conflict as the most frequently used framework for times of war and crisis. These results noted that the category of "the right of the Jews in Jerusalem". We note at first the "questioning of the Arab Muslims in Jerusalem" category is the last; the priority may be for the "Israelis" to try to convince the Arab public of the Jewish right to Jerusalem, and the difficulty or impossibility of questioning the Arab and Islamic right to Jerusalem, (East Jerusalem for Muslims and West Jerusalem to the Jews).

It is noticeable from the results that the most effective framing mechanism adopted by the Israeli electronic media in the psychological warfare during the siege of Al-Aqsa Mosque in July 2017 is a "picture of the event" because of the psychological and mental impact of the immediate images associated with the media material.

The category of "excessive tolerance and coexistence" is the most psychological warfare methods used by the directed Israeli electronic media during the siege of the Aqsa Mosque in July 2017, because of the concern of the Israeli occupation side to ease the tension and the escalation of unity in the vicinity of Jerusalem, especially that the protesting residents of Jerusalem Arabs, resulting in great popular sympathy; causing great embarrassment to the occupation, "Israel".

From the side of targeted groups of psychological warfare; we saw the results showed that the Palestinian people the most targeted by the media, "Israel" e-directed, and then come the Arab peoples ranked second; because of the concern of the "Israeli" occupation to influence the conviction, the will of the Palestinian people, Arab peoples because the Palestinian people is the active party in the protests that took place as a result of the siege of Al-Aqsa Mosque.

The results of the classifications and descriptions that used by the Israeli media in the psychological warfare during the siege of Al Aqsa Mosque indicate that the "terrorists category" came at a very advanced level to the rest of the descriptions, classifications, in an attempt by the Israeli occupation to create a distorted stereotype around Al Aqsa Mosque and defenders. Their sanctities, land are likening them to "terrorists" in order to delegitimize their rights.

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